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May 27, 2004

VIA ELECTRONIC FILING

Marlene H. Dortch, Esquire
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: *Ex Parte* Communication
Proposed MSTV Channel Election Plan
MB Docket No. 03-15

Dear Ms. Dortch:

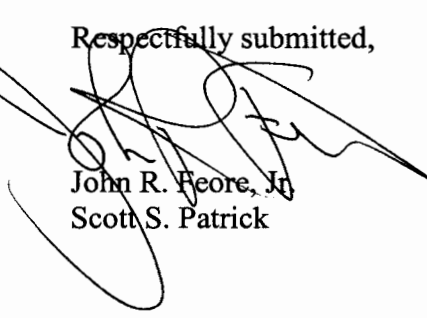
Media General, Inc. ("Media General"), by its attorneys, supports MSTV's May 6, 2004, DTV channel election and repack "blueprint." Media General believes MSTV's proposal provides a much-needed formal structure critical to completing the election process – and the DTV transition itself – in a timely fashion.

A lack of formal structure in the channel election process is detrimental to both broadcasters and the Commission. The MSTV proposal would help to ensure that channel elections can be completed expeditiously on a defined and transparent schedule. Further, the proposal would minimize the number of inevitable conflicts between television stations, circumventing lengthy, interrelated cycles of oppositions. By minimizing these conflicts, the MSTV plan would conserve the Commission's administrative resources and promote broadcast television service.

Media General believes MSTV has proposed a fair and equitable election process that the broadcast industry will embrace. The proposal presents an efficient, straight-forward solution to a complex problem, allowing broadcasters to make informed election choices – which in turn should ensure that as many consumers as possible can receive free, over-the-air broadcast service.

Media General urges the Commission to adopt the MSTV "blueprint."

Respectfully submitted,



John R. Feore, Jr.
Scott S. Patrick

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cc: Mr. David Donovan (MSTV)